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Reg.No :

Name :

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS) REGULAR/IMPROVEMENT/REAPPEARANCE
EXAMINATION APRIL 2026
SECOND SEMESTER

Multi-Disciplinary Courses (MDC) - MG2MDCENG102 - FUNDAMENTALS OF
ADVERTISING AND PUBLIC RELATIONS
(2024 ADMISSION ONWARDS)

Duration: 1 Hour 30 Minutes

Maximum Marks: 50

Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S), Interest(I)
and Appreciation(Ap)

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

MCQ

Answer all questions

Each question carries 1 mark

1. Which newspaper was the first to include paid advertisements? [K] / [CO1]
a). The Bengal Gazette b). La Presse
c). The Times d). The New York Times
2. What type of slogan is “ Do you have it in you?” by Indian Army ? [U] / [CO1]
a). Empowering slogans b). Imperative slogans
c). Descriptive slogans d). Promotional slogans
3. Which advertising type often includes witty responses to competitor campaigns or current events? [K] / [CO2]
a). Aspirational Advertising b). Reactive Advertising
c). Classified Advertising d). CSR Advertising
4. When does radio advertising reach its peak audience? [K] / [CO2]

- a). Late at night
- b). During commutes
- c). During TV broadcasts
- d). At mealtimes

5. What are the two essential ingredients of a flyer? [K] / [CO3]

- a). High production cost and premium paper
- b). A convincing copy and an appealing design
- c). Detailed descriptions and multiple pages
- d). Internal communication and media outreach

[1x5 = 5]

Part B

SHORT ANSWER

Answer any **6** questions

Each question carries **5** marks

- 6. Briefly explain the digital transformation of advertising. [U] / [CO1]
- 7. Explain the concept of “genericisation” with examples from the advertising world. [U] / [CO1]
- 8. Explain how the AIDCA formula can help advertisers create persuasive and effective campaigns. [U] / [CO1]
- 9. Discuss flyers as advertising tools. Write a 5-7 word flyer headline for a local restaurant’s weekend discount. [A] / [CO2]
- 10. Compare and contrast trust words and scarcity words in terms of their psychological impact on consumers [U] / [CO2]
- 11. Provide a brief overview of the main ASCI guidelines related to the 'Privacy and Data Protection' standard. [U] / [CO2]
- 12. How did Johnson & Johnson handle the Tylenol crisis, and what lessons can PR professionals learn from it? [U] / [CO3]
- 13. How does the inverted pyramid format improve press releases? [U] / [CO3]
- 14. Why do you think monitoring and evaluation are crucial in a PR campaign? [U] / [CO3]

[5x6 = 30]

Part C

ESSAY

Answer any **1** question

Each question carries **15** marks

15. Explain how direct, indirect and news headlines function, using examples to demonstrate their effectiveness. [U] / [CO1]
16. Describe in detail the various types of stereotyping in advertising. Provide examples of each type. [K] / [CO2]
17. Trace the evolution of PR showing how it shaped public perception and consumer behaviour. How far did the PR practices in America influence the growth of PR across the globe? [U] / [CO3]

[15x1 = 15]